



Improving the regional knowledge and innovation system

Fausta Fabbri, Regione Toscana

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Rural Development Innovation Week

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*Real innovation
is to get the farmer
out of isolation*



The model of approach to innovation in the Tuscany Region immediately grasped the peculiarities of an agricultural sector intended as a non-separable, non-delocalizable ECOSYSTEM, linked to the territories and the network of actors that make it productive



*Only one agriculture:
the sustainable one.
Sustainability environmental,
economic, and no less important
the social.*

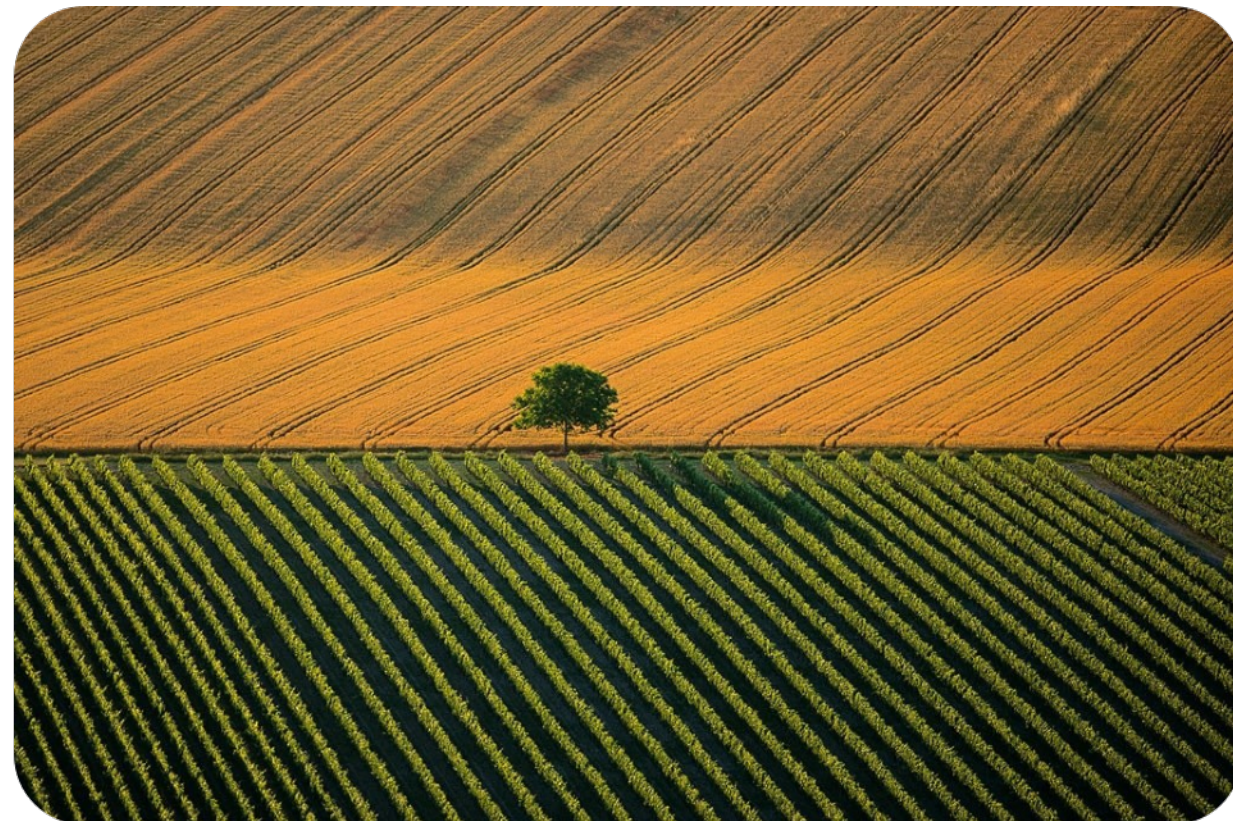
*The innovation has a strong
collective dimension*



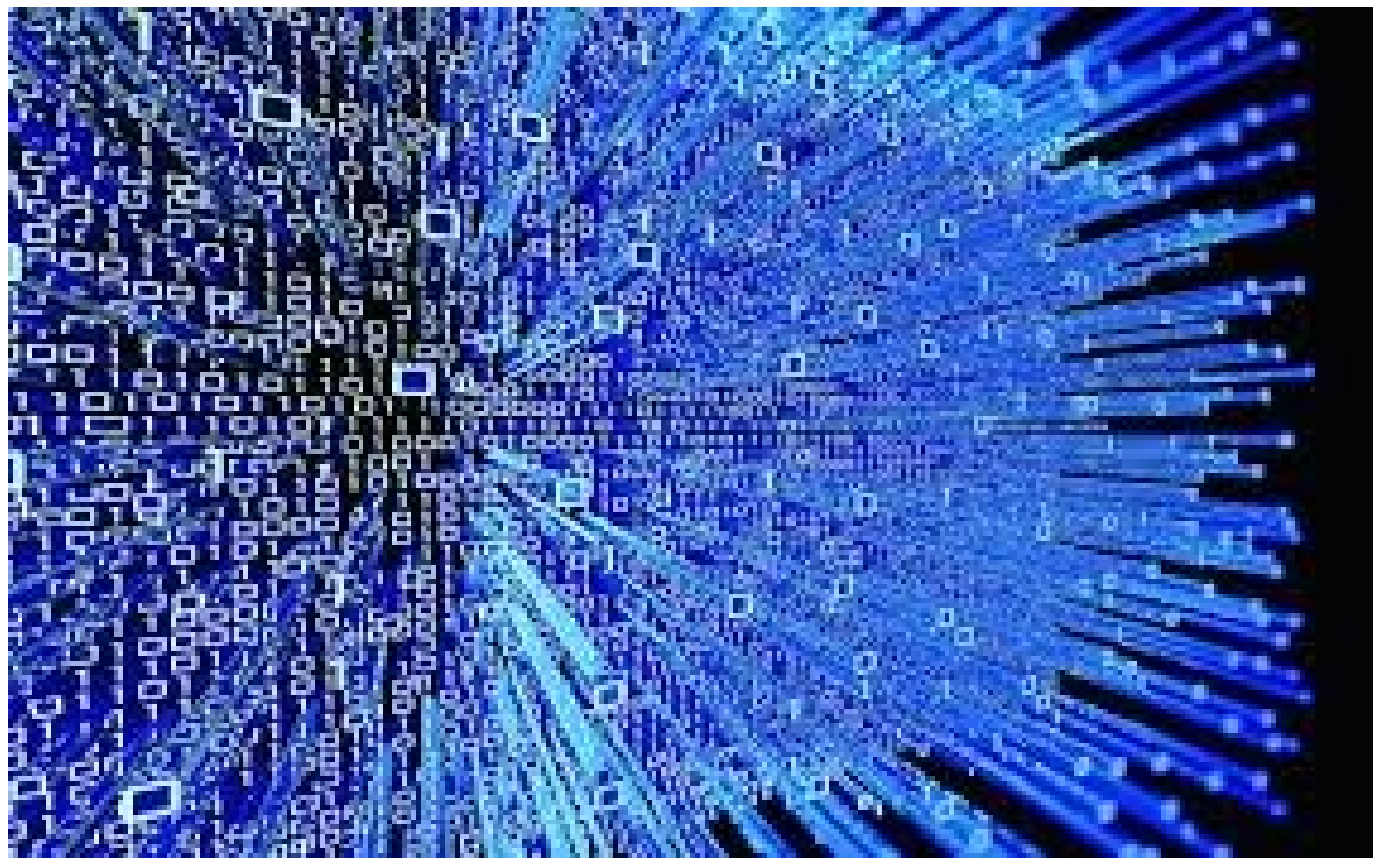
The agriculture that the Region of Tuscany thinks about is the one that combines cultivation techniques that are as respectful as organic, and the protection and enhancement of agro-biodiversity.



Our interest in Precision Farming is for the development model which declines it in the territory to which it refers and in which existing and necessary skills must be expressed (in terms of knowledge, know-how)



The heart and the sensitive point of innovation is the production, ownership and access to data that processed, correlated and interpreted become information, information is knowledge and knowledge is economic resource



*Innovation must
guarantee a future
for our children and
not leave them a
worse environment
than we have
found.*



*Tuscany has
courageously invested in
paternary accelerators on
territorial realities that
confront each other to
activate innovative
projects (Use cases)*

Pistoia: gli stilisti del vivaismo”.

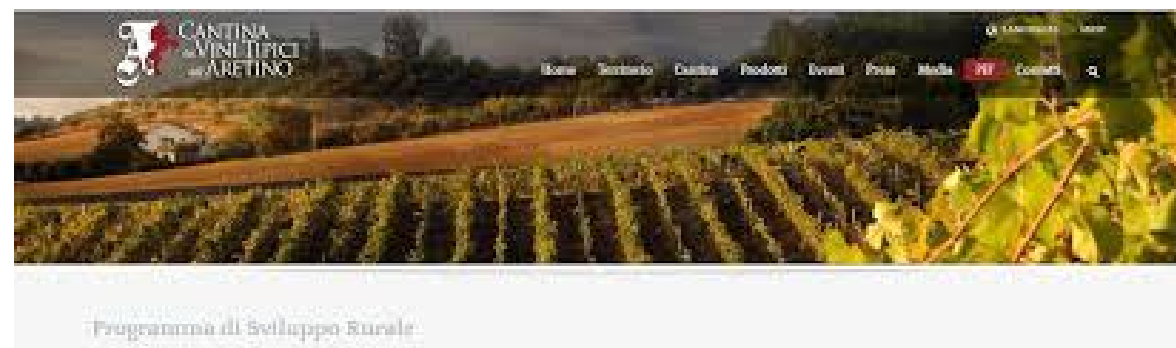
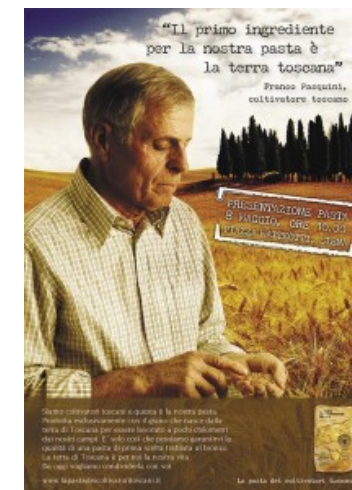
Capofila Vannucci Piante partner scientifico
Dipartimento di Scienze Agrarie, Alimentari e Agro-
Ambientali. Università degli Studi di Pisa

Agricoltura di Precisione per la Pasta dei Coltivatori
Toscani Capofila Consorzio Agrario di Siena partner
scientifico Fondazione Clima e Sostenibilità.

Qua.sar Capofila Cantina dei Vini Tipici dell’Aretino
S.C.A., partner scientifico Consiglio per la Ricerca e
l’analisi dell’Economia Agraria (CREA)

Otofruttabio 4.0 capofila Vivitoscano di Firenze

Oenosmart Capofila Pacenti Giancarlo partner
scientifico GESAAF – Università degli studi firenze.



The cereal supply chain is ancient, at the base of our diet but by some in years in difficulty due to the continuous fall in the price of wheat. Introducing innovation has allowed the businesses that live and preserve the landscape to continue to carry out an activity enhancing the entire supply chain, from wheat to bread, developing a model system to produce high quality healthy dop





"Communication is the wonderful force it generates non-stop companies and individuals. Uninterrupted, unstoppable energy that no one can escape"

Luca Toschi

The communication of innovation cannot be separated from innovation. Innovation communication must focus more on symbolic and emotional aspects.

But the communication must not be relegated to an ancillary and episodic function and limited to moments of life of the innovative project, but become a continuous process of monitoring accompaniment and conveying knowledge (learning community)



*And trust is the
pivot of every
relationship*



*Imagination is more important than knowledge.
knowledge is limited, the imagination embraces
world, stimulating progress, giving birth to
evolution*

Albert Einstein



Points for discussion:

We hope for the agricultural sector the dignity of **Ecosystem** which cannot be broken down because it cannot be relocated, linked to the territories and the network of actors that make it productive;

We suggest which themes to work on **trust** (between subjects and institutions) and **imagination**

We hope that **synergy with other sectors** will be strengthened, for example training for new training needs, new assistance profiles (software and machine maintenance personnel) and new knowledge profiles (agro-electronics and agro-informatics profile).


The legal issues raised by the spread of digitalization in agriculture should be addressed - legislation on drones, on the use of GPS, regulations on driverless driving systems, worker safety, civil liability, etc.) - the adoption of codes of conduct and guidelines for the drafting of contracts concerning agricultural data and which aim to ensure compliance with certain principles aimed at protecting farmers

The **culture of evaluation** in reference to outcome is promoted.



*Ethics of innovation:
we have to choose what we want to become*





*We have no more time, the change is coming ...
We all have to participate*

fausta.fabbri@regione.toscana.it